

May 9, 2024

Meeting Minutes

Attendees: **P. Baillargeon (Chair), N. Adams, M. Dasser, A. Duffy, S. Fitzgerald**

Apologies, **E. Buzay, J. Clark, F. Iradukunda, T. Paik, O. Parkash Dhankher**

1. Meeting called to order at 4:04 p.m.
2. **Arwen Duffy**, President of UMass Amherst Foundation, began with a brief introduction of the new staff member, Mohammed Dasser, who is the Vice President for Advancement Services.
 - Arwen Duffy, gave an overview of Advancement Services and how the team is working to rebuild it in a more efficient and effective manner. Advancement Services is considered the backbone of the university and plays a crucial role in the success of various programs and events.
3. **Nathaniel Adams**, Assistant Vice President for Advancement, reported that the 11th UMass Gives was the most successful event they have ever had, with over 10,000 gifts received during the two-day campaign. This has been a target for four years, and faculty and staff played a major role in this success, with over 1,000 of the gifts coming from them. Nathan's team met with about 300 areas of campus to offer support in promoting specific departments and passion projects. Faculty and staff also played a key role in promoting the event through direct outreach and sharing on social media.
 - To hit the next milestone of 20,000 gifts, it will be important to involve even more faculty members in the next campaign. The team discussed the possibility of departmental competitions in future campaigns and the importance of building strong relationships with donors to move from transactional to relational giving. Nathan shared that their goal is to engage and connect with all donors at the top of the annual giving pyramid, as it is hard to predict who will become a major donor in 20 years. The team also discussed the impact of recent events on philanthropy at the institution and the importance of promoting different areas of campus that may align with donors' interests. Nathan confirmed that there is an equation to determine the number of gift officers needed to reach a fundraising goal, but it can vary between institutions.
4. **Mohammed Dasser**, Vice President for Advancement Services, discussed the importance of complete data sets in gaining valuable insights about potential donors. It was mentioned that the more information that can be collected about donors, the easier it will be to generate accurate insights. The group also discussed that nonprofit organizations often have limited resources compared to for-profit organizations, but there are still ways to use data effectively in fundraising efforts.

- The group considered different strategies for increasing donations, including building personal relationships with donors and understanding their passions and interests. It was mentioned that double alums who have sent their kids to the university are often very committed donors who may be more likely to make larger donations.
- The differences between fundraising for a nonprofit organization and a for-profit organization is that nonprofit organizations often focus on building long-term relationships and cultivating donors over time, whereas for-profit organizations may be more focused on short-term revenue.
- The group emphasized the importance of understanding donor passions and interests in order to effectively solicit donations. It was mentioned that donors may have different passions and interests at different stages in their life, so it's important to continually assess and engage with donors to discover their current interests and motivations.
- **Arwen Duffy**, President of UMass Amherst Foundation, discussed the progress and goals of the current campaign, as well as plans for future campaigns. It was mentioned that the next campaign will aim for a goal of \$600 million, with hopes of raising even more.
- An update was given on the current campaign, noting that the average run rate has increased by \$21 million and that the public launch will take place in September.
- **Arwen Duddy** gave a brief overview of the plans for the public launch of the campaign and the importance of expanding the donor base in order to reach the campaign's goals. It was mentioned that the university hopes to attract new donors by hosting a large-scale event during the public launch that will showcase the campus and its accomplishments.
- The group discussed the next steps in preparing for the public launch of the campaign and plans for expanding the donor base. It was agreed that efforts will continue to focus on identifying potential donors and cultivating relationships with them.
- Meeting adjourned at 5:02 p.m.